

IN THE CLAIMS:

1. (Currently Amended) A method for providing a reward for
[displaying] presenting a [motion picture] content over a data network, comprising:
transmitting the [motion picture] content over [a] the data network to a content
[display] reception device [after receipt from said content display device information
identifying one or more viewer(s) requesting said motion picture content and
information pertaining to the location of said content display device];
[displaying] presenting, on the content [display] reception device, the [motion
picture] content for a presentation [display] period;
transmitting to a reward engine, over said data network [to a reward engine],
[display] reception verification data verifying that said [motion picture] content
reception device presented the content for the presentation period [has been displayed
by said content display device for a display period sufficient for a reward]; and
the reward engine providing, based on the reception verification data, [said] a
reward [to one or more of said viewer(s)] if said presenting of the content [for
displaying the motion picture content for a display period sufficient for a] satisfies a
predetermined condition associated with the reward.

2. (Currently Amended) The method of claim 1, wherein [the step of
providing the motion picture] said content [further comprises:
providing] includes an advertisement.

3. (Currently Amended) The method of claim 1, wherein [the step of providing the motion picture] said content [further] comprises[:]

[providing] audio or video media [such as movies, music, sports, news, public affairs, music videos, and mystery, comedy, drama, education, nature, science and history programs and series].

4-8. (Canceled)

9. (Currently Amended) The method of claim 1, wherein the [step of transmitting of the content] comprises:

[providing a content storage device, the content storage device containing the content;]

requesting, by the content reception device over the data network[, by content reception device], the content from a content providing server[, the content providing server being in communication with the content storage device];

retrieving, by the content providing server, [from the content storage device, content providing server,] the content requested; and

transmitting the content to the content reception device[, the content being transmitted from the content storage device, to the content providing server and then to the content reception device] through the data network.

10. (Currently Amended) The method of claim 9, wherein the [step of transmitting of the content] further comprises:

transmitting, by the content reception device, [the] information to the content providing server [in the step of] requesting the content from the content providing server; and

storing, by the content providing server, the information [in a viewer/listener information database, the database being in communication with the content providing server].

11. (Currently Amended) The method of claim 9, wherein
the content reception device includes a content display device or a content playback device; and
the content reception device requests the content based on [a] demographic information of [the viewer/listener] one or more users associated with the content reception device.

12. (Currently Amended) The method of claim 1, wherein [the step of displaying/transmitting the content further comprises:
displaying/transmitting the content on an audio or video] the content reception device [such as] includes an intelligent television[,] or a [computer] digital device[, cellular phone, liquid crystal display, electronic assistant, telephone, or radio].

13-16. (Canceled)

17. (Currently Amended) The method of claim 1, wherein the [step of] [displaying] presenting of the [motion picture] content [further] comprises:

[reviewing] presenting the [motion picture] content for a [certain reception] presentation period[, said period being] sufficient to receive at least a portion of the content.

18. (Currently Amended) The method of claim 1, wherein [the step of receiving the content further comprises:

reviewing the content for a] the predetermined condition associated with the reward is defined to require that the presentation period exceed a predetermined presentation period threshold [sufficient to delivery the entire content].

19. (Currently Amended) The method of claim 1, wherein the [step of] transmitting of the reception verification data [further] comprises:

[providing the reward engine in communication with the content providing server;]

identifying, to the reward engine through the reception verification data, the content [being] received; [and]

[identifying, to the reward engine through the display verification data, the content being received; and]

identifying, to the reward engine through the reception verification data, the content reception device or [receiving viewer/listener] one or more users [to identify and/or associated with the content [display] reception device [displaying the motion picture content];

[receiving, through the content reception device, the content for a certain period;] recording a presentation period during which the content is presented; and

transmitting, over the data network, to the reward engine[,]
the reception verification data verifying that the content has been [received by the reception device]
presented for the [reward] presentation period[; and

providing the reward to the viewer entered for receiving the content wherein
the step of providing the reward to the viewer/listener further comprises:

entering the viewer/listener into a sweepstakes, wherein the viewer/listener is
entered into the sweepstakes upon each instance that the content is delivered on the
content reception device].

20-21. (Canceled)

22. (Currently Amended) The method of claim 1, wherein [the step of
providing] the reward [to the viewer/listener further comprises:] includes

[providing] a monetary award [to the viewer/listener] or a right for a reward
recipient to enter into a sweepstakes.

23-43. (Canceled)

44. (Currently Amended) A system for providing a reward for [displaying
audio or visual] presenting content over a data network, comprising:

a content reception device capable of [for] receiving the content;

a content providing server[, the content providing server having a processor
for communicating] in communication with the content reception device [and a
content storage device, the content providing server further having a reward engine]
and capable of sending the content to the content reception device; and

a reward engine in communication with the content reception device and the content providing server, wherein

the content provided by the content providing server is transmitted to the content reception device over the data network,

the content reception device presents the content for a presentation period and transmits reception verification data to the reward engine, verifying that the content is received and presented for the presentation period, and

the reward engine provides a reward if the presentation of the content on the content reception device satisfies a predetermined condition associated with the reward.

[the said content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

transmitting the content over the data network to the said content reception device after receipt from the said device of information for identifying one or more viewer(s)/listener(s) requesting said content and information pertaining to the location of said content reception device;

receiving on said device the content for a certain reception period;

transmitting over the said data network to a reward engine reception verification data verifying that said content has been received for a period sufficient for a reward; and

providing said reward to said viewer(s)/listener(s) for receiving the content for a period sufficient for a reward.]

45. (Currently Amended) The system of claim 44, wherein the content reception device requests the content, prior to receiving the content, based on a

viewing/listening habit of a [viewer/listener] user associated with the content reception device.

46. (Currently Amended) The system of claim 45, wherein the content reception device requests the content based on [a] demographic information of the [viewer/listener] user.

47. (Currently Amended) The system of claim 44, wherein the content reception device [is an audio or video receptor such as] comprises a content playback device or a content display device, which includes a television or [, computer,] a digital device[, cellular phone, liquid crystal display, electronic assistant, telephone or radio].

48-58. (Canceled)

59. (Currently Amended) A [computer] machine readable medium having [computer instructions] data stored thereon that, when [loaded into a computer system] read by [the] a machine, causes the [computer system] machine to perform [the] a method for providing a reward for [receiving] presenting content over a data network, the method comprising:

transmitting the content over [a] the data network to a content reception device [after receipt from said content reception device information identifying one or more viewer(s)/listener(s) requesting said content and information pertaining to the location of said content reception device];

[displaying] presenting, on the content reception device, the content for a [certain] presentation period;

transmitting to a reward engine, over said data network [to a reward engine], reception verification data verifying that said content [has been received by said] reception device presented the content for [a] the presentation period [sufficient for a reward]; and

the reward engine providing, based on the reception verification data, a [said] reward [to one or more of said viewer(s)/listeners] if said presenting of the content [for receiving the content for a period sufficient for a] satisfies a predetermined condition associated with the reward.

60. (Canceled)

61. (Currently Amended) An electronic signal[,] comprising[:] data [computer instructions] that, when loaded into a [computer] machine, causes the [computer] machine to perform a method for providing a reward for [displaying] presenting content over a data network, the method comprising:

transmitting the content over [a] the data network to a content reception device [after receipt from said reception device information identifying one or more viewer(s)/listener(s) requesting said content and information pertaining to the location of said reception device];

[receiving] presenting, [on] by the content reception device, the content for a presentation [reception] period;

transmitting to a reward engine, over said data network [to a reward engine], reception verification data verifying that the content [has been received by said]

reception device presented the content for [a] the presentation period [sufficient for a reward]; and

the reward engine providing, based on the reception verification data, [said] a reward [to one or more of said viewer(s)/listener(s)] if said presenting of the content [for receiving the content for a display period sufficient for a] satisfies a predetermined condition associated with the reward.

62. (Currently Amended) An electronic signal[,] comprising[:] data [computer instructions] that, when loaded into a [computer] machine, causes the [computer] machine to perform a method for providing a reward for [transmitting] playing back an audio content over a data network, the method comprising:

transmitting audio content over a data network to a content playback device [after receipt from said content playback device information identifying one or more viewer(s)/listener(s) requesting said audio content and information pertaining to the location of said content playback device];

[transmitting] playing back, [on] by the content playback device, the audio content for a [transmission] playback period;

transmitting to a reward engine, over said data network [to a reward engine], [transmission] playback verification data verifying that the [audio] content playback device played the audio content [has been transmitted by said content playback device] for [a] the [transmission] playback period [sufficient for a reward]; and

the reward engine providing, based on the playback verification data, a [said] reward [to one or more of said listener(s) for transmitting the audio content for a display period sufficient for a] if said playing back of the content satisfies a predetermined condition associated with the reward.

63. (Currently Amended) A method for providing a reward for [displaying] presenting [a motion picture or audio content] an advertisement over a data network, comprising:

transmitting [motion picture or audio content consisting of] an advertisement over a data network to a content [display] reception device [after receipt from said content display device of a request for said motion picture or audio content and information identifying the location of said content display device];

[displaying] presenting, [on] by the content [display] reception device, the [motion picture or audio content] advertisement [consisting of an advertisement] for a [display] presentation period;

transmitting to a reward engine, over said data network [to a reward engine], [display] reception verification data verifying that said [motion picture or audio content consisting of an] advertisement [has been displayed by] is presented on said content [display] reception device for the [a display] presentation period [sufficient for a reward]; and

the reward engine providing, based on the reception verification data, a [said] reward [to] for [displaying] presenting the [motion picture or audio content consisting of an] advertisement [for a display period sufficient for a] if said presenting of the advertisement satisfies a predetermined condition associated with the reward.

64. (Canceled)

65. (New) The method of claim 63, wherein the advertisement corresponds to a motion picture.

66. (New) The method of claim 63, wherein the advertisement corresponds to an audio segment.

67. (New) A method for receiving a reward for presenting a content, comprising:

receiving, by a content reception device over a data network, a content;

presenting, by the content reception device, the content for a presentation period;

transmitting to a reward engine, over said data network, reception verification data verifying that the content reception device presented the content for a presentation period; and

receiving, from the reward engine, a reward determined based on the reception verification data when said presenting of the content satisfies a predetermined condition associated with the reward.

68. (New) A method for a reward engine, comprising:

receiving information describing a predetermined condition associated with a reward related to a content;

receiving, from a content reception device, reception verification data verifying that the content reception device presented the content for a presentation period;

determining whether the reception verification data shows that the presentation of the content satisfies the predetermined condition associated with the reward;

providing the reward if the presentation of the content satisfies the predetermined condition associated with the reward.

69. (New) A method for a content provider, comprising:
transmitting, over a data network, a content to a content reception device; and
communicating with a reward engine information related to providing a
reward for presenting the content by the content reception device for a presentation
period if the presentation of the content satisfies a predetermined condition associated
with the reward.

70. (New) The method of claim 69, further comprising providing the reward.

71. (New) The method of claim 1, 44, 59, 61, 63, or 67, wherein the content is
transmitted to the content reception device in response to information received
requesting the content.

72. (New) The method of claim 62, wherein the audio content is transmitted to
the content playback device in response to information received requesting the audio
content.

73. (New) The method of claim 1, 44, 59, 61, 62, 63, or 67, wherein the
reward is provided by a content provider that transmits the content.

74. (New) The method of claim 1, 44, 59, 61, 63, 67, 68, or 69, wherein the reward is provided to one or more users associated with the content reception device that presents the content.

75. (New) The method of claim 62, wherein the reward is provided to one or more users associated with the content playback device.

76. (New) The method of claim 44, 59, 61, 63, 67, 68, or 69, wherein the predetermined condition associated with the reward is defined to require that the presentation period exceed a predetermined presentation period threshold.

77. (New) The method of claim 62, wherein the predetermined condition associated with the reward is defined to require that the playback period exceed a predetermined playback period threshold.

78. (New) The method of claim 1, 44, 59, 61, 63, 67, 68, or 69, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the content reception device.

79. (New) The method of claim 62, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the content playback device.